



PROCLAMATION

- WHEREAS,** the City of Idaho Falls is committed to recognizing and celebrating community members who make contributions to our city, state, nation and world; and
- WHEREAS,** the world hunger epidemic, which affects more than 700 million people worldwide, is exacerbated by poverty and limited access to nutrient-rich foods; and
- WHEREAS,** the potato industry is a cornerstone of the Idaho economy, as it provides over 30,000 jobs in Idaho, \$1 billion in farm gate revenue and an additional \$4 billion in added revenue; and
- WHEREAS,** two Idaho Falls-based companies, Kyäni and Idahoan, have engaged in exceptional collaborative efforts to create and distribute “Potato Pak,” a nutrient-rich product containing certified Idaho potatoes produced by Idahoan; and
- WHEREAS,** Potato Pak has already been distributed successfully in over 50 countries, is produced locally, is made with locally sourced ingredients, provides over 26 essential vitamins and minerals, and meets all of the requirements of the World Food Program for a complete meal; and
- WHEREAS,** these altruistic partners have created opportunity for others to join in these efforts and are an inspiring and notable example of the significant positive impact that results when businesses work together.

THEREFORE, I, REBECCA CASPER, MAYOR of the City of Idaho Falls, do hereby proclaim July 12th as

**a day of celebration of the philanthropy and good works
produced by the partnership between Kyäni and Idahoan Foods**

and encourage everyone to become informed about world hunger and the role that we each can play in helping to support local business and alleviate suffering.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the City of Idaho Falls to be affixed on this 12th day of July, Two Thousand and Seventeen.

Rebecca L. Noah Casper, Mayor
City of Idaho Falls